



Optimal Solutions Inc.

200 NE Missouri Rd

Suite 301

Lees Summit, MO 64086

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Michael Margraf, Vice President
Telephone: 816.434.4006
Fax: 816.434.4001
Email: mmargraf@osi-corp.com
Website: <http://www.osi-corp.com>

OSi Releases Version 5.0

The New Multi-level Contract Approval Process – “Workflow” Saves Time and Money

Kansas City, MO, May 9, 2005 - Optimal Solutions, Inc. (OSi) unveiled yet another feature to its industry-leading traffic software with the release of Workflow, a multi-level contract approval process that not only provides unlimited control to management but which requires practically no extra effort in contract entry, getting account executives back in the field with no downtime. Gone are the days of uncertainty, not knowing where in the process a contract might have stalled in its route to approval. Real-time views allow the sales staff to know exactly why a contract was rejected and can modify and release the line back through the process within a matter of seconds. OSi hasn't forgotten about the demands on the sales manager who requires a one-stop view of all contracts awaiting approval and the ability to approve, reject or modify the contract line without having to switch between multiple screens. A simple click on “My Contracts” will enable any salesperson, or their assistant, to see all contracts which have not yet received final approval. The salespeople no longer have to watch their paper contracts be shuffled from one desk to another, and managers can discard their ‘in-box’ all together!

Larger stations with multiple sales managers will find OSi Workflow especially beneficial since contracts from separate sales teams can be routed to their appropriate managers for approval. Although contracts entered by various salespeople can be routed to specific managers, the options don't stop there. The number of ways that routing groups can be configured within Workflow is virtually unlimited. Attributes can be assigned to each routing group to specify between local and national, individual agencies, advertisers, section levels, etc.

Of course, the key to the success of any sales team is the ability to spend as much time in the field as possible. OSi took this into consideration when designing Workflow, allowing a manager to appoint a proxy if he or she is away from the office. Sales assistants can also be given security to release contracts without the account executive having to cut a sales call short to meet a deadline at the office.

Once a contract has passed final approval, a carbon copy can be viewed by a manager who may not need to be involved in the approval process, but who does want to view all new, modified or deleted lines for any number of days. Managers can stay informed without the need to micro-manage.

OSi has, yet again, set the bar to new heights with the ease and flexibility of Workflow, putting another feather in the cap of an already outstanding traffic system. It will be hard for the competition to keep up!

About Optimal Solutions, Inc.

Founded in 1995, Optimal Solutions, Inc. has spent nearly 10 years revolutionizing key business systems for broadcast traffic, sales and billing operations. Today, more than 350 stations and a growing number of media networks are taking advantage of OSi's powerful, real-time software to better manage their most valuable asset - inventory. Optimal Solutions, Inc. continues to set the new standard for PC-based traffic, sales and billing solutions. Visit www.osi-corp.com to learn more.

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